

THE QUILL

A MAGAZINE FOR

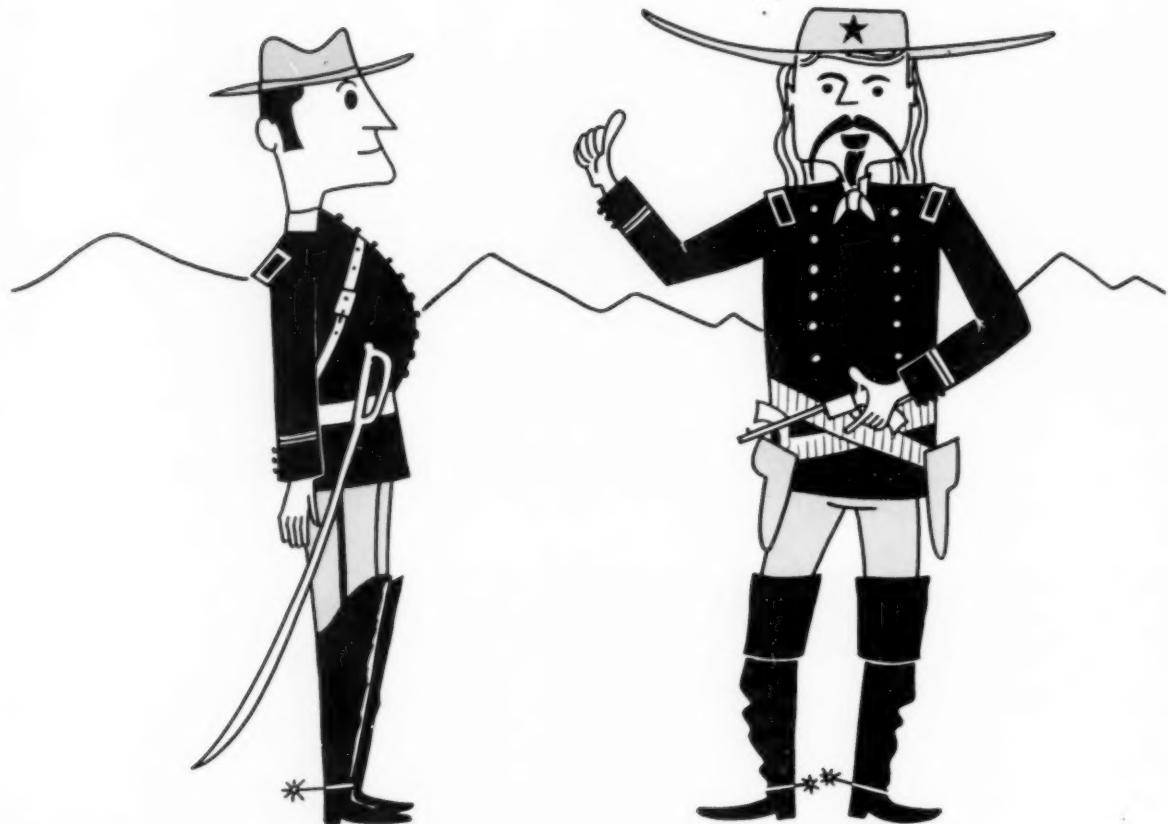


AUGUST 1

THE NEW YORK JEWELLY JOURNAL: GODS OF PRESS, 1733
Editor-Printer: John Peter Zenger's published criticisms
of Governor Cosby led to his famous trial. Story page 8.

50 CENTS

"Think this is a good place to make a stand, son?"



IT PAYS
TO KNOW
THE
ANSWERS..

Poor Gen'l Custer, alas, *didn't* when he picked the site for his famous last stand. People in today's television and radio business who *have* to be right as often as possible are a lot more fortunate. For over a quarter-century they've found up-to-date answers on virtually everything about TV-&radio in **BROADCASTING** Magazine, *THE* authoritative businessweekly in this multi-million dollar field. Edited by professionals for professionals, **BROADCASTING** stands alone as the best way to *know* about TV-&radio and to advertise to those who make its major decisions.



BROADCASTING

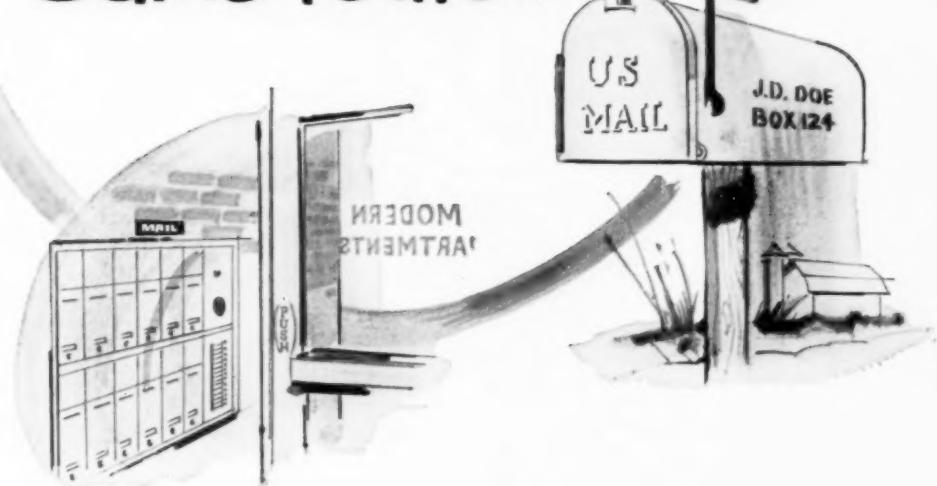
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

A member of the Audit Bureau of Circulations

THE QUILL for August, 1958

They're all
on the
same route*...



... in the New America, where the wheels
that go everywhere
enable you to live, shop and
do business wherever you please!



*"Today 70 percent of our post offices can not be reached directly by train connections."—Postmaster General, before the 1957 Annual Meeting, U. S. Chamber of Commerce.



AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc., Washington 6, D. C.
THE SHORTEST DISTANCE BETWEEN TWO POINTS IS A TRUCK LINE

Bylines in This Issue

THE historic trial of John Peter Zenger August 4, 1735 had broad and serious implications in such matters as the rights of individuals, press freedom, and the relationship of populace and government. The first issue of Zenger's New York Weekly Journal appeared November 5, 1733, produced in a small shop on Smith Street at the southern tip of Manhattan. The cover picture for this issue of THE QUILL is of a replica of the print shop.

AN important chapter in the history of American journalism is made alive again in "Dramatic Story of John Peter Zenger Recalled on Anniversary of Verdict" (page 8).



DUDLEY B. MARTIN

Columbia University. As a Columbia freshman he worked as a part-time reporter for the Brooklyn *Eagle*, in two years became assignment editor, and in his junior year founded the weekly Darien, Connecticut, *Observer*, with a fellow student. That venture was financially unsuccessful, however, and was discontinued. In his senior year, Dudley joined the New York *Times* staff, where he remained for many years, taking a leave to serve as a Red Cross field director in Europe during World War II. He and his wife and their three children live in Leonia, New Jersey.

THE authors of "Peoria Newspaper Strike Emphasized Important Role of Each News Medium" (page 12) are faculty members of the College of Journalism and Communications, University of Illinois. Both **Donald E. Brown** and **Marlowe D. Froke** have had news experience in both educational and commercial broadcasting.

Brown holds B.A. and M.A. degrees from the State University of Iowa, taught there, and was news director of WSUI, university station at Iowa City. He has been on the news staff of WHO, Des Moines. At

The author is **Dudley B. Martin**, director of press relations for the Institute of Life Insurance in New York. He was born in New York and is a graduate of the Graduate School of Journalism at

the University of Illinois he is a news supervisor for WILL, operated by the university. He is chairman of the national Council on Radio and Television Journalism, executive secretary of the Illinois News Broadcasters Association, and co-author of the textbook, "Radio and Television News."

Froke holds a B.S. degree from South Dakota State College and the M.S. degree from Northwestern University. He was news director of the *Armed Forces Radio Station* at Osaka, Japan, news director for KWAT in Watertown, South Dakota, and was on the news staff at WGN and WGN-TV, Chicago. Currently he also supervises news for the university radio station.

IN "Personals, Ready-Print, Lydia Pinkham Found in Earlier Country Weekly" (page 10) **Dr. Glenn Sisk** reports an interesting chapter in the history of American newspapering.

Dr. Sisk is on the staff at the Georgia Institute of Technology, Atlanta, where he was chairman of the Social Science Department from 1948 until 1956. He was born at Cookeville, Tenn., attended public schools there and Clemson College in South Carolina.

He earned his A.B. degree in 1933 and the M.A. degree in 1935, both at the University of Alabama. The Ph.D. degree in history was received at Duke University in 1951. He has taught history in Alabama high schools; State Teachers College, Livingston, Ala.; Woman's College of the University of North Carolina, Greensboro; Alabama Polytechnic Institute, Auburn; and the Georgia Institute of Technology.

Dr. Sisk is married and has an eleven year old son.

ROLAND L. HICKS is an Assistant Professor of Journalism at the Pennsylvania State University, teaching there since 1950. Last summer he spent six weeks working on the Indianapolis, Ind., *Star*, where he found material for his story in this issue of THE QUILL, "Teenagers in Indianapolis Named and Read 'Their' Paper, 'The Teen Star'" (page 15).



ROLAND L. HICKS

Professor Hicks formerly worked for both the *Star* and the *Times* in Indianapolis and was business manager of *Indianapolis Engineering*, a monthly magazine. He holds the B.S. degree from Indiana University and the M.A. and D.Ed. degrees from Penn State. In World War II he qualified for three battle stars as a Navy officer.

DANIEL R. FITZPATRICK, who retires this month after nearly half a century as the editorial cartoonist of the St. Louis *Post-Dispatch*, is acknowledged to be one of America's leading cartoonists. In this issue are two cartoons from his gifted pen. Now 67, he plans to continue to contribute occasional cartoons to the newspaper which has printed more than 14,000 of them, and to do some hunting and fishing. A native of Wisconsin, he went to work for the Chicago *Daily News* at 19 and joined the *Post-Dispatch* in 1913. He has won two Pulitzer Prizes and numerous other awards and his work has been exhibited in a number of American cities and abroad. Several years ago a collection of his cartoons was published in a book entitled, "As I Saw It." He holds an honorary degree from Washington University and last May he received a medal for distinguished service to journalism from the University of Missouri.



D. R. FITZPATRICK

From Quill Readers

SYNDICATE LETTERS

To The Quill:

John De Mott raised some warm responses in many of us with his remarks on letters to the editor (*QUILL* for May).

I had hoped he would say a word about that "syndicated" evil of the writer who sends his letters out in batches to every paper of importance in the country.

Personally, I'm fed up to here with the "faithful reader" from, say, Los Angeles, who waxes irate in papers from Pomona to Passaic, usually right down the old party line.

M. E. WILLIAMSON
Lt. Colonel, USAF
Deputy Chief, Information Services

POX ON JOHN DE MOTT

To The Quill:

I feel compelled to reply to John De Mott's "letter to the editor" in May's *QUILL*. Headed "A Pox on Letters to Editor," we could counter with "A Pox on John De Mott."

I have known many an editorial writer who sounds off in the public press on subjects they're not qualified on. We're no exception; I have done it often enough myself.

To my way of thinking, editorial columns are a newspaper's sounding board. Through these columns editors express personal opinions, ask questions and otherwise present their

side of a particular situation or situations.

So why should the reading public be kept off at arm's length? Why should newspapers say, in effect, "we can print our own feelings and opinions on any topic we care to, but you, the reading public, can have no recourse. If you have any opinions to express, don't express them through our columns."

Is it the editor's place to decide whether a writer is a bigot or religious crank? He has the right (in fact the duty) to protect himself and his newspaper from libel suits, but newspapers should encourage letters to the editor—they represent the thinking of individuals.

And, after all, the thinking and actions of individuals make this old world of ours the interesting place that it is—and gives us the copy with which we fill our news columns.

W. W. WHELAN
Managing Editor
The Newberry, S. C. Observer

DEDICATION VS. DOLLARS

To the Quill:

I hope you will give me an opportunity to answer the letter from Mr. Herman in the April issue regarding wages and dedication. If I brushed off a platitude or two in talking about dedication to the newspaper game, I meant to. And I hope I speak for many others in doing so.

But lest you think wrong, let me

The St. Louis *Post-Dispatch*'s retiring cartoonist, Daniel R. Fitzpatrick, was asked by *The QUILL* to draw a special panel for the magazine. This is "Fitz's" response to the editor, reflecting his mellowed sense of humor.



THE QUILL for August, 1958

say that I'm with those who think pay in the newspaper field is nowhere near where it should be. However, we're making progress.

Now, about those who cry "dedication" loudest being the best fed, clad and automotively equipped. In my case, I've been overweight most of my life, but you're invited to view my "enormous" wardrobe any time. And I have a seven-year-old Plymouth with 120,000 miles on it.

Now, you talk about fledglings with allegiance to families. Do you infer that an employer should pay for the size of a man's family rather than for his ability?

And working crazy hours. Many of us, working on small papers, loved working those crazy hours. Sure, sometimes you put in an eighteen-hour day. But weren't there many other days when you goofed off most of the time? Surely, before you took a job you found out whether you got extra compensation for overtime work.

As to a "settled, responsible" young newsman earning \$60 a week, show me one. If he's making \$60 after three years' work, the fault may not always be with the employer.

So the press gets the "leftovers, debris, drifters, 'C' students, etc." I think you'll find the quality of news reporting has increased greatly in a more complex world than we have ever known, not decreased as you would have us suppose because we don't make more money.

Sure, doors are closed on big papers. Right now, for every job on a good paper there's probably five to ten well-trained men shooting for it. Do you think a job is waiting just exactly when you seek one?

There are some of us who actually got our jobs by going up time after time to the city and managing editors and asking. Are people the profession really wants those who are getting away? Are these people actually looking for a career, or the job paying the most money?

Thank goodness we still have some dedicated guys in the game—city editors and copy desk men who blue pencil the hell out of trash that we think is an epic.

Finally, think of those who want to be doctors and lawyers, Mr. Herman. They face three to five additional years of schooling before they can earn that first dime. Maybe they should quit if they can't be guaranteed \$100 a week to start.

DAVID H. BROWN
State Editor
The Columbus Citizen

IS YOUR NAME HERE?

Abbott Laboratories	Electro-Motive Div. (G.M.)	Oxford University Press
American Airlines, Inc.	Esso Research	Radio Corporation of America
American Hospital Supply Corp.	Fairchild Engine and Airplane Corp.	Reynolds Metals Company
American Motors	General Motors	Rosicrucian Order
American Petroleum Institute	Gestetner Duplicator Corp.	Santa Fe Railway
American Trucking Associations	International Harvester Company	Scripps-Howard Newspapers
America's Independent Electric Light and Power Companies	International News Service	Sheraton Hotels
Anaconda Company	Johns-Manville Corporation	Socony Mobil Oil Company
Balfour and Company	Johnson and Johnson	The Sperry and Hutchinson Co.
Birch Personnel	KLIF-Dallas	Standard Oil Company (Indiana)
Broadcasting	KLZ-TV, Denver	Standard Oil Company (New Jersey)
Chicago Sun-Times	KPIX, San Francisco	Stewart-Warner Corp.
Cities Service Oil Co.	KSL-TV, Salt Lake City	Technical Publications Institute
The Corn Belt Farm Dailies	Lloyd Hollister Publications	Trailmobile, Inc.
The Courier-Journal, Louisville	Look	The Travelers Insurance Companies
The Curtis Publishing Co.	Louisville Times	The Wall Street Journal
Delta Air Lines, Inc.	Minneapolis Star and Tribune	United Press
Des Moines Register and Tribune	NBC	Western Union
Dow Jones and Company	NEA Service, Inc.	WMAQ-Chicago
Editor & Publisher	The Ovid Bell Press, Inc.	Zenith Radio Corporation



THE QUILL takes this occasion to salute these distinguished advertisers. We are proud to be associated with them and to share in their program of selling and telling all America. Perhaps, you, too, have noticed the trend—more and more advertisers are turning to THE QUILL to fill their needs. This swing to THE QUILL is mighty gratifying to us. If your name isn't among those listed, and you have a job of presenting the facts to the distinguished editors and newsmen of the nation, you'd better get in touch with THE QUILL right now.

THE QUILL, 35 East Wacker Drive,
Chicago 1, Illinois

THE QUILL

A Magazine for Journalists

Founded 1912

Copyright, 1958, by THE QUILL

Vol. XLVI

No. 8

Worth a Thousand Words

HISTORIANS of journalism tend to dismiss casually the influence of some of the profession's most influential editorial writers. No one disputes the place of Horace Greeley, Henry Waterson or Frank I. Cobb, but competent critics who express their ideas with India ink or charcoal are frequently relegated to the footnotes. It would be difficult to measure the effectiveness of a Thomas Nast, a John McCutcheon, a Homer Davenport or a Ding Darling. They spoke a universal language, as do the hundreds of cartoonists in America today.

The pricks and slashes of their crayons puncture the conceit of the stuffed shirt, point up a political moral for the voters, or take off the hide of a wrongdoer. Their editorials are of necessity short and simple. Many times not even an underline is needed to drive home their message. Each day they offer convincing evidence of the soundness of the old Chinese adage that one picture is worth a thousand words.

THE QUILL is proud to present original cartoons by America's top editorial cartoonists. This month we are reprinting a well-known cartoon and an original drawing by Daniel R. Fitzpatrick, who is retiring after forty-five years as editorial cartoonist for the St. Louis *Post-Dispatch*. If this is a personal tribute, it is because I have known Fitz for nearly thirty years and agree with those who say he is the dean of this generation of cartoonists in this country.

CERTAINLY it does not detract from any of the many fine cartoonists of today to say that Fitz exemplifies the best of his craft. Throughout his long association with the *Post-Dispatch* he stoutly maintained his editorial independence. Twice when his convictions ran counter to the publisher's choice in a national political campaign Fitz insisted on finding other subjects for his attention. Ultimately it was written into his contract that he would draw no cartoons contrary to his beliefs. Once he was convicted of contempt of court and sentenced to ten days in jail, to be freed by a superior court.

One of the finest tributes paid to him, and to cartoonists everywhere can be found in the foreword written by the late Joseph Pulitzer, son of the founder of the *Post-Dispatch*, for a collection of Fitz's cartoons published several years ago under the title, "As I Saw It." Mr. Pulitzer wrote:

"When he is trying to help eradicate a slum district



Something to Remember

Daniel R. Fitzpatrick, St. Louis *Post-Dispatch*

or open the gates of a slave labor camp, or expose a political stuffed shirt or unmask a Secretary Fall, or take the hide off a Ku Klux Klanner, Fitz is an honest-to-God radical. But when it comes to helping the unfortunate victims of a great drouth or a great flood, or a tornado, Fitz reveals the compassion and tenderness of a Florence Nightingale."

THIS is a salute to a master of his craft and a great journalist. But it is also a tribute to all of America's cartoonists who produce each day some of our finest editorials and wield an influence upon modern life far in excess of the credit the historians of our profession have seen fit to bestow upon their predecessors.

CHARLES C. CLAYTON

EDITOR

CHARLES C. CLAYTON

ASSISTANT TO THE EDITOR

D. WAYNE ROWLAND

ASSOCIATE EDITORS

EDMUND C. ARNOLD
FLOYD G. ARPAN
KEN CLAYTON
DICK FITZPATRICK
WAYNE V. HARSHA
PAUL R. LANE
CHARLES J. MORSE
WILLIAM RAY

BUSINESS MANAGER

VICTOR E. BLUEDORN
PUBLICITY
RICHARD H. COSTA

PUBLICATION BOARD

ROBERT J. CAVAGNARO, Chairman
SOL TAISHOFF
MASON R. SMITH

THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi. Professional Journalistic Fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. **SUBSCRIPTION RATES**—One year, \$5.00; single copies, 50c. When changing an address, give the old address as well as the new and send to THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill. Allow one month for address change to take effect. **OFFICE OF PUBLICATION**, 1201-5 Bluff Street, Fulton, Mo. **EXECUTIVE, EDITORIAL, ADVERTISING AND CIRCULATION OFFICES**, 35 East Wacker Drive, Chicago 1, Illinois.

Dramatic Story of John Peter Zenger Recalled on Anniversary of Verdict

Sigma Delta Chi to mark site where courageous editor-printer, an old but forceful lawyer, and a bold colonial jury figured in the verdict which gave recognition to individual rights and freedom

By DUDLEY B. MARTIN

FIFTY years before the United States of America took shape, a printer-editor in New York City struck a mighty blow for freedom of the press which was to make an indelible mark in the ever-continuing history of this great cause. He was John Peter Zenger, an immigrant from Germany, who spent nine months in jail for speaking out against the greedy and autocratic Colonial Governor, William Cosby, in his *New York Weekly Journal*.

Sigma Delta Chi will express the fraternity's and journalism's gratitude at a ceremony at the site of Zenger's trial at Wall and Nassau Streets, New York City, on August 4, the anniversary of his acquittal of a libel charge in 1735. The defense was based on truth.

In the sidewalk before Federal Hall, National Memorial, where stood the old City Hall in which Zenger was tried and on whose balcony George Washington was inaugurated as the first President in 1789, officers of the fraternity and civil dignitaries will place a bronze plaque to mark this early victory for freedom of the press.

THE marker will be embedded at the foot of Washington's statue and will be a short distance from where *The New York Times* and several other newspapers were founded. Wall and Nassau Streets, forming a concourse with Wall and Broad and only a stone's throw from the Stock Exchange, is one of the busiest pedestrian corners in New York, a city which had 10,000 inhabitants in 1735 and today has almost 8,000,000.

In a few words, across a diameter of twenty inches, will be noted the event which is depicted in detail and color in dioramas, murals and panels in the Zenger museum on the second floor of Federal Hall.

James Wright Brown, chairman of the board of *Editor & Publisher*, who headed a twelve-year effort that re-

sulted in establishment of the museum five years ago, may be present to witness this outdoors extension of the memorial.

Peter Zenger, as he preferred to be called, was apprenticed to William Bradford, the colony of New York's only printer, after arriving from the Upper Palatinate in 1710, at the age of thirteen, with his mother and brother and sister. During the next eight years, until he was twenty-one, he became a skilled printer and qualified to begin his own business. During the same years young Benjamin Franklin was learning the same trade in a Boston printing shop.

IN the spring of 1720 Zenger got permission to do the official printing for the Province of Maryland, and a few months later was naturalized and married. His wife died after bearing a son, John. Zenger returned to New York and, on August 24, 1722, married Anna Maulin. He opened a print shop and through his wife, an active member of the old Dutch Church, earned extra money by either playing or pumping the organ.

In 1725 Zenger went into business with Bradford, a partnership that didn't last long. Thereupon Bradford founded the *New York Weekly Gazette* to carry legal notices and government advertising. He supported the status quo and did nothing to nurture the democratic stirrings in the pre-Revolutionary period.

Zenger, on the other hand, from his print shop in Smith Street, sensed the educational and political demands of the times and turned out among other things the Colony's first arithmetic, some political tracts and theological books. In power, as the British Crown's representative, was Governor Cosby, described as arbitrary, despotic and avaricious. Cosby claimed the privilege, abolished in Great Britain, of removing judges who did not agree with him, and it

was his dismissal of Chief Justice Lewis Morris in 1733 that precipitated the chain of events leading to Zenger's one-day trial and acquittal two years later.

INCENSED, Morris decided to stand for election to the General Assembly that fall, 1733, in opposition to Cosby's candidate, William Forster, in Westchester County, where Morris was highly respected and wealthy. The hub of the whole area, including Eastchester, just north of the New York City line today, was the village green and St. Paul's of Eastchester, a church which perpetuates the Zenger story, which has been formally dedicated as a shrine to the Bill of Rights, and which is said by James Wright Brown to have qualified to house the Zenger memorial except for the problem of perpetual care.

When the voting on the Eastchester village green was over and it was clear that Morris had a wide majority, a partisan of the Governor's demanded a re-polling. The sheriff conducting the election, a Cosby appointee, not only agreed but even tried to deny the ballot to some Quaker supporters of Morris. He challenged pro-Morris Quakers to swear they were entitled to vote, but in spite of this maneuver based on the religious scruples against oath-taking, ex-Chief Justice Morris won the election, an event described as "the Great Election of 1733."

THE fat was in the fire and popular support in the fight against Governor Cosby's policies was needed. The province's only newspaper, William Bradford's, was sitting tight, playing it safe. A crusading paper was needed. One week after the Eastchester election, that is on November 5, 1733, the *New York Weekly Journal* made its appearance on the streets of New York. Its editor and publisher was John Peter Zenger, who, with a wife

and several children, was willing to take a chance.

THE first issue of Zenger's paper told of the sheriff's corruption of the ballot box at Eastchester. Bradford's *Gazette* said nothing. In the next few weeks and months the assault on arbitrary rule was broadened, and Zenger, anticipating censorship, warned his readers over and over that a free press was essential not only to a few editors and writers but to every citizen.

Governor Cosby opened a counter-attack. Aware that the *Weekly Journal* had strong public support, he avoided a direct silencing of it and tried to get the New York Assembly and a grand jury to take action. They refused. Thereupon, the Council, which combined the functions of a governor's cabinet and a legislative body, took the initiative and ordered that four numbers of Zenger's journal be burned publicly by the common hangman.

"There was nothing particularly inflammatory about these four issues," according to a brochure given the visitor to the Zenger museum in downtown New York. "They simply

repeated accusations which had appeared frequently. Aside from warnings to the people to protect themselves in their liberties, they criticized the Governor for abusing his power to dismiss the Assembly and for interfering with legislative processes by dominating the Council. The charge which had the least evidence to sustain it hinted that Cosby had plotted to reveal New York harbor defenses to the French."

The public burning of the newspapers got little support. The city magistrates and the Mayor refused to attend as ordered, and even forbade the hangman to perform the task. The burning was carried out by the Mayor's Negro slave with only the town recorder and a few army officers standing by on the steps of the City Hall.

A few days later, however, Zenger was arrested on order of the Council and confined on the third floor of the City Hall, which served as a common jail. No one else was arrested, for Zenger, by printing the offending articles anonymously, had protected their authors, and in this crisis he refused to reveal their names. Consequently it was solely against Zen-

ger, as editor and publisher of the *Weekly Journal*, that Governor Cosby's wrath was directed and the colony's legal machinery moved.

TWO noted lawyers, members of the opposition movement, stepped forward to defend the imprisoned editor. When a habeas corpus writ was denied, they asked for release on bail. James De Lancey, whom Cosby appointed Chief Justice to replace Lewis Morris, fixed excessive bail, so Zenger had to stay in jail nine months. All this time the *Weekly Journal* missed only one issue. What's more, its editorial policy remained unchanged and it continued to denounce the Governor. Zenger's wife Anna, who visited him regularly in jail, is credited with playing a strong go-between role.

Meanwhile, although a grand jury had refused to indict Zenger, the Attorney General charged him with printing false and seditious writing. He was brought to trial on August 4, 1735, in the courtroom on the second floor of the City Hall. On the bench sat the same Cosby lieutenant, De Lancey, who had set a prohibitive

(Turn to page 16)

John Peter Zenger was tried before a hostile court August 4, 1735. He was defended by Andrew Hamilton, distinguished Pennsylvania lawyer who argued that Zenger had simply exercised a free man's right to criticize justly a wretched government. Despite the judge's instructions to the contrary, based on British law, the jury accepted the principle of freedom and truth as a defense in libel and acquitted Zenger. Released from jail, Zenger continued his newspaper attacks on Governor Cosby. This is a replica of the trial.



Personals, Ready-Print, Lydia Pinkham Found in Earlier Country Weekly

This report of the rural press in the Alabama Black Belt during the half-century after the Civil War describes an interesting era in the history of journalism in America

By GLENN SISK

THE Alabama Black Belt is a prairie section of rich black soil traversing ten counties from near the Georgia line and Montgomery west to the Mississippi line. This was one of Alabama's most affluent plantation-slavery sections before the Civil War. After going through the cotton tenancy stage, it has now become a cattle raising pasture country.

Every Black Belt county for many years has had at least one newspaper, usually a weekly. These papers fared badly in the years following the Civil War, as evidenced by their numerous pleas for the payment for subscriptions and other statements of hardship and struggle.

One discouraged editor expressed his feelings thus in 1888: "If a delinquent and a half should come up and pay a dollar and a half in a year and a half, an editor and a half would then stand a chance of getting a meal and a half occasionally."

Selma had two dailies and Montgomery two or three. There were in Montgomery such special weeklies as the *Alabama Baptist*, *Baptist Leader*, the *Diocese*, and the *Southern Agriculturalist*.

At Hayneville, Lowndes County seat and a farm trade center, there were in the ante-bellum period a Whig and a Democratic paper. These engaged in hot journalistic fights and attracted considerable state attention by their vigorous articles by able party members. Colonel Willis Brewer, noted Alabama historian, established in 1868 at Hayneville the *Examiner*, which became well known in Alabama.

ONE of the best edited papers in Alabama during its lifetime was the *Selma Argus*, established in 1869, published and edited by Colonel Robert McKee. It was noted for its condensation, its vigorous editorials, and general excellence of reading matter.

In proportion to the population, newspapers and periodicals were not widely read in Alabama. In 1880 there

was an average of 13.56 inhabitants to each newspaper and periodical circulated in the state—a poor showing compared with the national average of 1.58. In the Black Belt Negroes constituted the largest proportion of the population, most of them illiterate in this period.

THE Wilcox Progressive Era in 1913 aptly summarized the case of the small town weekly:

Only a few years ago the weekly newspaper was regarded as a deserving charity, and it derived its support chiefly from a handful of home-loving patriots who had a commendable pride in civic improvement. Its supporters were pioneers in the field of business and social development, and blazed the way for the nationwide era of prosperity we enjoy today.

In return for the meager support accorded it, the weekly newspaper fought the people's battles,

lauded the right, and denounced the wrong; it became a convenient medium of intercourse, uniting the scattered firesides of the community into one great family. Its educational capabilities were far-reaching, and it gave help and encouragement to many who were so situated that they could receive it from no other source.

The weekly newspaper of today has not strayed from the beaten path of its predecessor, but its policies have broadened and its sphere of usefulness enlarged.

SMALL town editors were community handy men, engaging in social events of all kinds, supporting community projects, and calling attention to all worthy activities of the citizens.

The editor received many gifts and his mention in print of the giver's generosity and accomplishments might well be worth the cost of the gift.

The country editor or publisher had to speak the language of all men. He was often the supporter if not the leader in progressive movements of his town and county.

The Marion Standard publisher in 1906 listed two paragraphs of public spirited enterprises which he had either sponsored or accomplished. They included support of public schools, diversification of crops, a stock law, building river bridges, free rural mail service, improvement of streets and sidewalks, electric street lights, sewerage, road improvement, law and order, and paying "the expenses of the agent who brought the first batch of immigrant laborers to the county."

Such public spiritedness, however, was not calculated to bring in great riches. The editor waged a constant campaign for subscriptions, which were hard to collect, and against costs which were high in proportion to returns. He was appreciative of small favors: "The Eutaw Whig returns thanks for a basket of fine sum-



Dr. Glenn Sisk reports an interesting piece of newspaper history in the rural South.

mer turnips," wrote one country editor in 1875.

Political editorial controversies sometimes waxed so warm among editors of the nineteenth century that the public expected shooting scrapes. Some controversies were sham battles contrived by the editors. Others were more serious. Some editors sat behind desks with a loaded pistol in one of the drawers.

Editorializing diminished in the twentieth century, and, like the dailies, the weeklies came to subordinate their editorial policies to the commercial one of securing advertising. Heavier payrolls ruled out the fun the editor once had expressing his own opinions and fighting political battles, and forced his editorials to become discretely subservient to his advertising aims. Editors were becoming more like businessmen running public utilities. Most of the earlier editors had been practical printers.

ONE of the functions of the newspaper editor was to point out the immediate needs of his community, such as cleaning the streets, improving the fire protection system, or installing a water system. At this stage of journalism, which in the county papers lasted until about 1899, the advice was informal, inserted with the hodgepodge of editorial remarks, personals, and sentence advertisements.

Certain changes occurred in the small town weeklies as the period progressed. Their circulations increased in spite of the growing circulations of the dailies. The desire of the people for the intimate information about their friends and acquaintances, which the weekly dispensed, remained strong. Subscription rates decreased during the period from a \$3-\$5 range to a \$1-\$2 range, with an increase in the size and amount of reading matter.

THE personals column was a leading editorial attraction. The magic of seeing one's name in print could seldom be resisted, even though it reported, "Mr. _____ has recovered from his recent severe bilious attack." Real pride might be manifested when "Mr. Mercer of Jefferson killed on the 5th a pet pig, weighing 460 pounds, full weight, and the pig was not a grown one either." Few urban dwellers of comparable standing could boast such public attention as, "We saw Mrs. Lida Watrous on the train Tuesday. She was enroute to Marion from a visit to the Birmingham fair."

The weekly paper derived much of its income from legal notices from the

various county offices in the courthouse. There was always some advertising by local merchants. The editors tried to sell advertising of products and succeeded best with patent medicine advertising.

Many newspapers depended greatly upon the alluring advertising of Lydia E. Pinkham's Vegetable Compound and Wine of Cardui. Later in the period weeklies were put on the lists of advertising agencies at fixed rates and received a large share of national advertising.

MOST weeklies were four-page (sometimes eight-page) sheets and had patent or ready-print outsides; that is, they were previously printed by a newspaper syndicate which mailed them out to the local publisher. The newspaperman then printed his local news and advertisements on the inside blank pages of the paper.

Consequently, the outside pages contained national news, features, and advertisements of general interest. Some local advertisements appeared among the personals on inside pages: "800 yards plaid homespun at Pankey's selling at 4 cts. per yard. Better come quick." A real challenge was sometimes posed: "We must all die. This is a sad fact. . . . Use no other dye than Dr. Tutt's and you will dye right. Your grey hairs will disappear like magic."

IN the seventies, eighties, and early nineties, advertisements were generally found on the front page, distributed in vertical columns on both sides of the page, with news columns in the middle portions. There were no headlines, only titles in heavy black type just a size larger than the small print of the text. In the local news there was no attempt at "style," sensational, or objectivity. The items had the tone of a newsy, personal letter. After 1900 many of the papers began to assume a more modern format.

The Marion Standard in 1899 illustrated many of the changes occurring since 1885. It was in 1899 a four page, seven column sheet, sometimes containing as many as eight pages. The front and the two inside pages contained local news. Ready-print was still used, but the patent pages were on the inside of the paper, whereas in 1885 the usual style was to place the patent sheet on the front page. The content of these patent sheets had changed from national news to feature articles and romantic stories.

Headline type on the front page was a notable change. Lead paragraphs were used in 1899, and the earlier

personal way of reporting had been replaced by impersonal, objective writing. There were still small advertisements on the front page, but it was evident that attention was being given to lay-out composition. In 1899 the editor asserted this rule: Anonymous communications always find their way to the waste basket. In earlier years most of the letters to the editor were anonymous, signed with *noms de plume*.

Rules for correspondents were: "Be especially careful in writing proper names; write with ink on one side of the paper; leave off personalities; condense." The Standard announced in 1906 that it would soon begin printing all the paper at home.

There was a wide difference between the old hand-operated machinery of the late nineteenth century and modern automatic printing equipment. Setting type by hand limited the size of the paper and subjected the printer to the calamity of "pieing" his type.

THE coming of the linotype put many hand typesetters out of work but improved the speed and quality of the printing. The Selma *Morning Times* received its first linotype machine in 1907, the Marion Standard in 1912. The linotype increased the number of tramp printers who wandered from one printing office to another, sometimes seeking work, but always looking for a warm fire, a place to tell yarns, and a drink of beer or whiskey—the latter frequently being a cause of their "tramp-hood."

The old Washington hand press made only 200 to 250 impressions per hour. It was superseded by the cylinder press, which made as many as 3,000 impressions per hour. The Washington press required two men to operate it, one to ink the form and the other to feed and run the machine. When cylinder presses first came into use in the South, a Negro man often was employed to turn the handle on a big fly wheel, which caused the press to turn. Steam-driven presses came into use for a time, and finally electric motors were introduced.

MALL county newspapers have continued to serve the Black Belt. They are still kept alive financially by county legal notices, local, and some national advertising. Reader interest still centers around the "personals" column, where folks can keep up with the coming and goings, the triumphs and the troubles of their neighbors.

Peoria Newspaper Strike Emphasized Important Role of Each News Medium

Sixty-seven newspaperless days and the efforts of radio and television to fill the gap confirmed the fact that newspapers are here to stay, and so are radio and TV

By DONALD E. BROWN and MARLOWE D. FROKE

DID you ever try to clip a television news program and paste it in your scrapbook?" "If you got caught in a sudden rain-storm, would Lowell Thomas' newscast keep your hat dry?"

Those two impish questions appeared some years ago in "The Voice of Broadway," a column by Dorothy Kilgallen. Miss Kilgallen, who has demonstrated her versatility by successful work in newspapers, radio, and television, wrote this particular column in connection with a strike that halted publication of New York newspapers. Although giving credit to radio and television for their news, public service, and entertainment contributions to the life of the nation's largest city, she concluded that nothing can completely take the place of a five-star final.

If that is true of New York, how about Peoria? The second largest city in Illinois was without a daily newspaper for more than two months this year.

New Year celebrants were barely getting over their headaches when the city's only newspaper, the Peoria *Journal Star*—suffered a king-size headache all its own. Guild members went on strike January 2, 1958, primarily over a sick pay issue. For the next sixty-seven days, residents of the Peoria area were without the morning, afternoon, and Sunday editions of the *Journal Star* with a combined circulation of more than 100,000.

AS negotiations for a settlement dragged on, the community as a whole was experiencing a headache of a different kind. And it was a migraine. Unemployment almost doubled over January, 1957 figures. One of Peoria's biggest industries, the giant Caterpillar Tractor Company, announced layoffs and stringent cutbacks in the work week because of a heavy inventory of unsold tractors. *Life* magazine used Peoria economic

conditions as the subject of its lead article in the January 27 issue. The U. S. Labor Department later classified the city as one of the two "areas of substantial unemployment" in Illinois.

In view of these conditions, it seemed worth-while to make a study of the communication picture in Peoria and try to find out how well the radio and television stations performed.

Managers and news directors of the city's seven radio and television stations, as well as business, civic, and local government leaders, were queried to get some indication of the performance and responsibility shown by broadcasting stations in a newspaperless city.

It should be noted that the broadcasting stations of Peoria have a long tradition of lively, competitive news coverage. Years ago the leading stations abandoned the "rip-and-read" approach in favor of aggressive news reporting. Long before the strike began, residents of the Peoria area had come to take for granted good live wire coverage of local news by their broadcasting stations. There was nothing novel about getting news from the air waves. For years, Peorians knew that with the flip of a dial they could get news of such events as city council meetings, important court decisions, major accidents, fires, and deaths of widely known residents.

Coinciding with the beginning of the strike, WMBD, highly regarded for its news operation in radio for many years, began its television operation. The advent of WMBD-TV gave Peoria three television stations and four radio stations.

ONE of the stations, WTVH-TV, is owned by the *Journal Star*. Understandably, the WTVH-TV news operation, which relied in part for local story coverage by the newspaper reporters, experienced operational prob-

lems. Only three weeks before the strike began, the news department had instituted a program format which included telecasting directly from the *Journal Star* newsroom and using *Journal Star* reporters on the air. The newspaper strike temporarily disrupted this format.

PAST news accomplishments of the stations were cited by many sources in their evaluation of the stations' contribution during the strike. Max J. Lipkin, city corporation counsel, said the city "was fortunate in that our radio stations and television stations have always covered City Hall and, consequently, the public was kept well informed of developments during the strike." He said the only serious communication problem which city government experienced was the difficulty of satisfying legal requirements in publication of certain ordinances.

Source after source paid tribute to the radio and television stations for their news coverage and for their public service programs during the strike. Eugene Leiter, mayor of Peoria, said that activities of the city government were covered almost as completely during the strike as the newspaper had done previously. H. A. Grove, an official of the Caterpillar Tractor Company, said radio and television recognized a heavier responsibility to the local news scene and showed initiative in explaining the employment problems at Caterpillar.

HOWEVER, Lipkin, Leiter, and Grove commented, as did all other sources, that they missed their daily newspaper. The survey made it apparent that most other citizens missed it, too. And it is only logical that they did.

If Peoria, or any other city, were to be deprived of its broadcasting stations, the great majority of the residents would feel a tremendous void in their daily lives. Despite the

fact that Peoria stations worked hard to meet community needs, the daily papers were missed.

THE days of the major battles of the press-radio war have passed into history. It has been taken for granted that despite sometimes rugged competition, the major media are not going to eliminate one another. They are here to stay, and each has a distinct and important role to play in the over-all communication picture.

Recognizing this basic premise, some of the Peoria stations made little attempt to modify their news content or program structure. Other stations saw a void that they felt they could at least partially fill, and there were a few interesting innovations. Their individual approaches during the strike were learned by a survey which inquired about changes in coverage, content, and policy. The survey also questioned them specifically as to the amount of time given to sixteen categories of news.

Two of the seven stations, WIRL and WPEO, reported increasing the frequency of their news reports. WPEO, for instance, added hourly "capsule" news summaries, which consisted of three local and three national-international news headlines and weather.

ALMOST all of the stations devoted considerably more time to reporting local deaths than they did before the strike. In a city the size of Peoria, radio-television newsmen usually do not attempt to report the death of every person; only accidental and violent deaths, or those of widely known persons are reported.

WEEK-TV inaugurated a ten-minute program called "In the Public Interest," and one of its several fea-

tures was a list of all funeral notices in the Peoria area. Name, age, and brief identification were presented visually and rapidly on a "projection crawl" while an announcer simply read the person's name. Although many viewers, especially older persons, were appreciative of the new service, one elderly lady complained, "The announcers run over the deaths so fast."

WMBD-TV aired a five-minute program reporting all deaths of the day. A similar program had been an established feature of the radio news operation.

At the other end of the life cycle, WMBD-TV aired a five-minute program each day giving information on all the new babies. This, too, was a modified version of a similar radio program.

WPEO created a "Theater Clock" program so its listeners would know about the movies at local theaters.

ALL stations were bombarded with requests that announcements be made of coming events. Civic organizations, social clubs, business and professional groups, and educational institutions asked for advance publicity of events affecting them. The stations tried to crowd a few announcements into their news programs as time permitted. WPEO delegated its disc jockeys to handle these "Calendar of Events" materials during music programs. WEEK-TV's special program, "In the Public Interest," proved to be a rather good vehicle. WTVH-TV squeezed a few announcements into its nightly weather program.

Two television stations increased their use of sound film to aid in explaining the complex economic problems. Top Caterpillar officials and

city leaders were heard frequently.

A few stations stepped up the quantity of news on minor accidents, schools, speeches, county government, and sports. One station increased the amount of news from around the state.

AN increase in coverage of local categories of news would indicate a decrease in some other category. This is particularly true of radio during the current but lamentable eclipse of the fifteen-minute newscast in favor of saturation five-minute schedules. The Peoria broadcasting shift to greater emphasis on local coverage was effected, for the most part, by reducing the quantity of national and international news. Representatives of two stations frankly admitted they cut the amount of time spent on these categories and no one reported an increase. It should be noted, however, that stations with network affiliations can and usually do carry several network news programs which cover the major stories of widespread interest.

All stations found evidence of increased interest in news. Sets in use during newscast time increased 20 per cent the first week of the strike. By the second week, rating services recorded a reversal of audience interest at certain hours, with newscasts beginning to outdraw competing entertainment programs.

Stations reported other evidence of growing interest in news. The number of telephone calls increased markedly. WMBD estimated it was getting twice as many calls from listeners as before the strike. A veteran WEEK newsman, Johnny Rayburn, said that in his nine years in Peoria, he had never received so many calls from listeners.

People called to inquire about the scores of sports contests, to get more information on deaths, meetings, and other events. Some called with a version of that old standby: "What was that I heard on the air just now?"

THE increased interest in radio and television was noticeable on the stations' business ledgers, too. All reported an increase in either new accounts or an increase in the volume of existing accounts despite the fact that what had been a six-way split of radio-television advertising dollars was now a seven-way split.

Radio and television received partial credit for the success of Peoria's February Dollar Day. Volume was the largest in thirty-two years of semi-annual sales of this type. W. B. Martin, manager of the retail council,



Two members of the faculty of the School of Journalism at the University of Illinois, Prof. Donald E. Brown, at left, and Prof. Marlowe D. Froke, tell what happens to readers during a newspaper strike.

Peoria Association of Commerce, reported that many spot announcements were used on all radio stations, and that the Association made a package deal for fifty spots on one TV outlet. Martin noted, however, that Dollar Day was also promoted with a twenty-four page throw-away that was distributed to 73,000 homes in the entire area.

DESPITE the furnace-tending weather conditions prevailing at the time of the strike, three or four major advertisers launched a radio-television campaign that sold an unusually large number of air conditioners and lawnmowers for a pre-season sales effort.

Although the general business picture from the stations' viewpoint was optimistic, one station manager frankly admitted there were very real problems in dealing with newspaper oriented retailers. The kind of advertiser who plays up price as a major part of his sales pitch and crowds fifty items onto a newspaper page can't use exactly the same techniques on radio and television. But some tried, much to the consternation of the station personnel. The manager said, "We have learned that some retail accounts will never be able to use television successfully until their advertising departments are given training in the use of the medium, and how are you going to persuade them to make the effort with their present strong newspaper orientation?"

Among residents of Peoria the consensus seems to be that the broadcasting stations did a good job of serving the public during the strike; nevertheless, the newspaper was sorely missed.

Paul Snider, head of the Journalism Department at Bradley University, asked members of a freshman class to do a little leg work in getting an answer to the question: "Are radio and television doing an adequate job in filling the news gap during the current newspaper strike?" It was an informal study and no attempt was made to conduct an expensive and scientific poll of the entire population. The students were given wide latitude in the assignment.

SOME of the thirty student interviewers talked to relatively few people, but others were energetic. One ambitious student, Terry Gura, walked the wind-swept streets of downtown Peoria in mid-January and polled 200 persons. The results of the interviews were interesting and certainly indicative of community attitudes.

All student interviewers discovered the same basic theme: Peorians missed their paper! However, many of the responses emphasized that radio and television news coverage had been appreciated. As one man put it, "I believe that radio and television are doing all in their power to present a variety of news to the listeners. This could be said to be a salute to the Peoria stations for a job well done—a salute which they well deserve."

If the stations did a good job, why did readers feel something was lacking? Many were the reasons. Among the specific items mentioned were the comics, want ads, society news, detailed sports, women's club notes, financial columns, crossword puzzles, and Ann Landers' pungent advice to the lovelorn.

Much that was missed was not the news content of the newspaper any more than "Have Gun, Will Travel" is part of the news content of television. It is obvious from the student reports that the average person is not weighing solely the news content of the paper with the newscasts on the air. It is a much looser judgment that he forms. The average person missed the entertainment function of the paper and presumably he would feel at least equally frustrated if he were suddenly deprived of the radio and television entertainment fare to which he has become so accustomed.

ALONG this line, it might be noted that when striking Guild members began publishing a temporary tabloid, *The Peoria Citizen*, with a limited number of pages, more than a page was devoted to radio and television logs.

Publication of *The Peoria Citizen* was a harbinger of a significant development in the Peoria communications story during the newspaper strike. WEEK-TV discontinued its "In the Public Interest" program as soon as the *Citizen* hit the street. With even a temporary newspaper now available, the station was willing to surrender program content which was now well adapted to mass audience interest.

When the *Journal Star* resumed publication, WMBD-TV began conferences to decide whether to discontinue the five-minute programs of deaths and births. Cutbacks of this type news material were reported at other stations.

The cutbacks were in keeping with a comment made to a survey question by K. R. Greenwood, general manager, WPEO. "At the beginning of the strike," he said, "we added certain

service features that we have always felt were a case of diminishing returns for radio, but with the absence of a newspaper might be appreciated by certain people who wanted specific information."

During the newspaper strike, radio and television stations in Peoria, to one degree or another, stepped in to fill any void they saw, but when the newspaper was back on the street they were more than willing to return to the type of operation which they could do best.

YOU can't beat radio and television when it comes to speed. The Communist party in the Soviet Union reshuffles government heads, a new satellite is launched, the mayor of your town resigns, a president is ill. Within minutes, long before the newspaper hits your front porch, the news is on the air waves. Somewhere there's news at the flick of a dial. The news is brief, clear, simple and believable. There's a sense of intimacy that aids the communication process. There's impact which only verbal presentation and motion pictures can provide. And frequently, through tape, film, or live broadcasts, the listener is brought one step closer to a story than is possible when the middleman reporter seats himself at his typewriter.

As for the printed word, it has its own particular assets. For sheer volume, the electronic media can't compete. Newspapers can carry more secondary stories and in greater detail than radio or television.

Because of the fewer number of "editions," newspapers can provide a broader perspective than the average radio or television news program. Newspapers can carry several columns of stock market quotations, obituaries, births, society notes, box scores, or classified ads, and the reader can skim or skip or read in detail as his own interest dictates. If he wishes to read slowly, that's his privilege. If he wishes to go back and read again, he can. If he wants to lay the paper aside until tomorrow, that is possible. Or, as Dorothy Kilgallen said, if he is caught out in the rain, what's handier than the newspaper to keep his hat dry?

The Peoria newspaper strike has confirmed the obvious fact that the newspaper is very much here to stay, and so are radio and television. We need not worry about which is the most important. There is room for all in keeping Americans well informed.

Teenagers in Indianapolis Named and Read 'Their' Paper, 'The Teen Star'

Indianapolis Star's Saturday tabloid section has gained 97 per cent readership with youth

By ROLAND L. HICKS

THE appeal of television and the recognition of the tremendous teenage population has caused many newspapers to consider starting a special section for high school readers. The Indianapolis, Ind., Star's weekly special section, *The Teen Star*, now in its third year, was one of the first publications designed and written expressly for high school pupils.

Primary reason for starting *The Teen Star*, according to Managing Editor Robert P. Early, was to get young people to read newspapers. Early said, "It used to be traditional for young people to start looking at the comics with their parents. When they got into junior high they would pick up the sports pages. Then, as they grew up they turned to the other parts of the newspaper and it gradually became a part of their life."

"This is not true today," Early claims. "Before we launched *The Teen Star* we felt that many youngsters were growing up on a diet of too much television. A person can-

not be thoroughly informed by watching television. A newspaper is necessary to get depth and meaning, to have a broad understanding of what is happening in the world today.

"So we started *The Teen Star* in an effort to reach the high school age group and to develop them into steady readers," Early stated. "We originally planned to start in the fall of 1955, but a paper shortage caused us to postpone it until the spring semester."

The Teen Star is a twelve-page tabloid section that runs each Saturday during the school year. At first the section was stuffed but it is now wrapped around the second section of the morning *Star*, where it can be pulled out easily by the reader. A gray circle in the right-hand corner of page one helps identify the section.

THE section is limited to 50 per cent advertising. So far it has not been the linage gainer that was anticipated by the advertising department. Some of the large advertisers have not used the section because of



Five high school reporters for *The Teen Star* celebrate at turning in the last copy for the paper. The special teenage section appears in the Indianapolis *Star* every Saturday during the school year.



Summer Is Fun, But Many Work

Wrist Watches Demand Care

By ROBERT EARLY
Managing Editor
The Indianapolis Star

Summer is a time of fun and relaxation, but it is also a time of many responsibilities. One of the most important responsibilities is to take care of your wrists. Wrist watches are a popular item among teenagers, and it is important to take care of them. This is especially true during the summer months when the weather is hot and humid. The heat and humidity can cause the leather strap of a wrist watch to become brittle and break. It is also important to take care of the metal part of a wrist watch, as it can become rusty and damage the watch. It is recommended that you take your wrist watch to a professional watch repair shop for a thorough cleaning and inspection during the summer months. This will help ensure that your wrist watch will continue to work properly throughout the year.

Teen-Agers Had Busy, Fun-Packed Year

By ROBERT EARLY
Managing Editor
The Indianapolis Star

It's been a busy year for teenagers in Indianapolis. In the first half of the year, teenagers were involved in a variety of activities, including school sports, community service, and social events. The second half of the year was even more active, with many teenagers involved in summer jobs, vacation travel, and other summer activities. This has been a year of fun and excitement for teenagers in Indianapolis.

Final issue of *The Teen Star* for the 1957-58 school year in Indianapolis reviews a busy nine months, looks to summer fun and jobs, and tells seniors how to take care of their graduation gift wrist watches.

its Saturday dateline. Many Indianapolis stores are closed both Sunday and Monday and the two-day delay, combined with the ubiquitous *Sunday Star*, is too great a handicap.

Despite its modest linage record, Early said that both Publisher Eugene Pulliam and General Manager W. A. Dyer, Jr., feel that *The Teen Star* is a reader service that is valuable beyond the financial return. It also serves as an excellent public relations vehicle in reaching the schools and parents as well as the pupils themselves.

Early estimated that it takes one and one-half persons to handle *The Teen Star*. Donald Ruby, a regular member of the Indianapolis *Star* news staff, supervises *The Teen Star*. Boyish-looking Ruby, who could pass for a teenager himself, is a graduate of the Indiana State Teachers College at Terre Haute. He gets along well with both teachers and pupils, Early reported.

RUBY has set up a publications board in each of the thirty-five high schools in Marion County. He works through the principal, the English teacher, or the journalism teacher in establishing the board and selecting members. The board is made up of equal numbers of seniors and juniors. This helps maintain the proper balance of experience and new trainees.

The publications board is run by the pupils and is supervised by a teacher in each school. Ruby reported that the best results are achieved where the supervision is lenient.

Some school teachers, in striving for mechanical perfection, kill off ingenuity. Ruby would rather have the personality of the writer show through the article than have a perfectly correct but sterile story.

Before the first fall edition of *The Teen Star*, all pupils meet in the Indianapolis *Star* auditorium for instructions and a general get-together. After a pep talk by Bob Early and brief remarks from other *Star* personalities, Ruby gives them a short course in newspaper writing. Each pupil receives a seven-page manual of instructions covering style and the mechanics of writing, the news story form, interpretative writing, feature stories, and a list of straight news subjects.

EACH person writes what he wishes and all contributions are accepted. The stories are mostly about school activities and features. No sports nor items that duplicate the regular *Star* coverage are printed. Summary or opinion articles, such as a story on dating customs, are assigned by Ruby.

The reporters are told that they will receive twenty-five cents an inch for their published material but in actual practice the payment is double that figure, Early said. All material is written by local high school pupils and each writer receives a by-line.

About half of the editorial content is art—twenty to twenty-five pictures are used each week. Both student and staff photographs are used. The paper pays one dollar a column inch for pictures.

In order to keep a steady flow of material, the schools are assigned days of the week for their copy to be turned in. Pupils bring their work to *The Teen Star* desk at the newspaper plant in downtown Indianapolis. The section is made up at the *Star* building.

THE name, *The Teen Star*, was the winning entry in a contest sponsored by the Indianapolis *Star*. Of the more than ten thousand entries, 82 per cent had the word "teen" in them. This tends to dispel the notion that teenagers resent the term teenager and would rather be called young adults.

Readership of *The Teen Star* by teenagers is 97 per cent, according to Early. He also reported that parents appreciate the section, for it gives them a chance to see what their children are interested in, what they are thinking about, and what they are doing.

A special high school section, such as *The Teen Star*, is one way to meet the demand for more items of interest to teenagers.

John Peter Zenger Story Recalled on Anniversary

(Continued from page 9)

bail. The two lawyers who had advised Zenger were not present, as De Lancey had barred them from his court for defying him. Things looked black for Zenger.

THEN suddenly there arose an elderly man, who walked forward and informed the judge that he wished to act for the accused editor. He was Andrew Hamilton, a distinguished lawyer of Philadelphia (no relation of Alexander Hamilton), who had been informed of a case that might interest him, one going far beyond geographical considerations.

Hamilton rested Zenger's defense upon no legal technicalities, but upon a new philosophy of government, that expressed in the *Weekly Journal* itself. The liberty of every person in the colonies would be strengthened by Zenger's acquittal or weakened by his conviction, he pleaded. He admitted that offensive statements had been published by Zenger, but argued that they were true. He said a man could not be accused of libel for telling the truth, that Zenger had done nothing more than to exercise free men's inalienable right of criticizing a wretched government.

Hamilton's pleading was directly contradictory to British law of the time. The prosecutor and Chief Justice De Lancey said it made no difference whether the accusations made against Cosby were true or false and that Hamilton's acknowledgment of publication fastened on Zenger an admission of guilt.

ZENGER remained silent through the impassioned debate. The twelve jurymen listened closely. This was no case of economic interest. This went deeper: The rights of the individual, the freedom of the press, and in the background the relationship between the populace and its leadership, the delicate balance between the legislature and the executive and between the executive and the courts.

De Lancey added something else for the twelve to think about—the independence of the jury. As they were about to go out, the judge told them to reach their verdict only on the basis of whether or not the material had been published. The law of libel was something for the judges

to determine. This amounted to an order to find Zenger guilty.

In less than ten minutes, the jury filed back into the court with a verdict of "not guilty."

Cheers greeted the verdict. The next day, as Andrew Hamilton left for Philadelphia, he received a gun salute from ships in New York Harbor, to be followed in a few weeks by the Common Council's bestowing on him the freedom of the City of New York. A group of prominent citizens presented to him a gold box.

AND what of John Peter Zenger? He returned to his shop and to his attack on the Cosby administration. Former Chief Justice Morris went to England to tell Cosby's superiors about the Governor's behavior, and from there wrote to Zenger, suggesting that he move his printing shop beyond New York's jurisdiction for safety. Zenger stayed put, however, and Cosby died in office in 1736.

The last years of Zenger's life were busy but quiet. It appeared that his cause had triumphed. Indeed, his old colleague, Morris, was named Governor of New Jersey and Morris' son became Speaker of the New York Assembly.

Zenger died on July 28, 1746, and for several years his wife Anna and his son, John, by a former marriage, continued publication of the *New York Weekly Journal*. In 1749, John assumed the burden alone. His death in 1751 brought to a close the short, eighteen-year career of the newspaper which made such a great mark in man's ceaseless struggle for freedom.

Photo Credits

Cover and page 9: New York *World Telegram & Sun Photo*
by Roger Higgins

Page 4: Dudley Photo by Fabian Bachrach

Page 15: Indianapolis Star Photo by Harold L. Jaorio

The Book Beat

To many a thoughtful contributor to Free Europe campaigns over the past nine years, it will come as welcome news that the University of Minnesota Press has recently published a work on **Radio Free Europe**, compiled by Prof. Robert T. Holt.

This book (**Radio Free Europe**, University of Minnesota Press, Minneapolis, Minn., \$5) represents a substantial achievement in research covering the history of this "officially unofficial" propaganda organization from the original "idea" as it developed in 1949, through 1957. By the end of that year, RFE had twenty-nine powerful transmitters in operation, with 3,000 broadcasts a week to five captive states of the Soviet Union.

Basic policy, Professor Holt's study reveals, is determined in the New York headquarters of Radio Free Europe, but 85 per cent of the programming is done in its broadcasting center in Munich.

Professor Holt, assistant professor of political science at the University of Minnesota, notes that the Free Europe idea as at first conceived was threefold—to spread free world propaganda among the satellite peoples; to locate and preserve the pre-Communist leadership in these states, that it might be available for service if and when freedom should eventually be achieved; and finally to expose these exiles to American life in the hope that their experiences in this country might be conducive toward setting up a similar society in their homelands, once these became free.

In time, the agency established a Free Europe Press section, another to handle relations with exiles of the satellite nations, a third to operate Radio Free Europe. The later is staffed almost entirely by exiles from the captive states, who work out the programs and do the broadcasting to their own peoples in their own tongues.

The technique of Communist subversion and conquest, Professor Holt notes, consists of four factors: Abolition of all opposing political parties and establishment of one-party dictatorship; formation of a secret police; installation of a ministry of propaganda designed to direct and control

the people's thoughts and opinions; and finally erection of an Iron Curtain around the country to insulate the people from contact with the outside world.

Knock out any one of these props and the whole structure is endangered—thus Free Europe's belief that Radio Free Europe, in breaching the Iron Curtain, could serve to remind captive peoples of their subjugation to any foreign power, in the foreign power's own interest.

In the course of eleven chapters and 213 pages (Appendix and Note add 26 pages more), Professor Holt completes an exhaustive survey of Radio Free Europe from its origins and development to its operations during the Berlin and Poznan riots and the abortive Hungarian uprising—which, Professor Holt makes clear Radio Free Europe made no attempt to spark, nor gave promises of American intervention.

As an example of comprehensive research, **Radio Free Europe** may well serve as a reference volume, even as a textbook for students of or participants in this and other anti-Communist propaganda operations now and in the future. In fact, as a book intended to be read, I think it suffers from too much factual detail and too little live "human interest"—of which there is an enormous store, untapped by this book, in the lives and experiences of many of the people associated with the enterprise itself.

—MASON R. SMITH

A NEW book of interest to those with responsibilities for public relations is Rex F. Harlow's **"Social Science in Public Relations"** (Harper & Brothers, New York, \$3.50). The author, who is editor and publisher of *The Social Science Reporter*, has surveyed and analyzed social science research and shows how the findings can be applied to solving public relation problems. The PR man can benefit by having his postulates and methods, his practical ideas and technical procedures tested by the social scientist, who in turn needs practical outlets for application of his findings. How the two can work together to their mutual benefits is the thesis of this book.

—D. W. R.

AUTHORS WANTED

BY N. Y. PUBLISHER

New York, N. Y.—One of the nation's largest book publishers is seeking book-length manuscripts of all types—fiction, non-fiction, poetry. Special attention to new writers. For more information, send for booklet *QL—It's free*. Vantage Press, 120 W. 31 st., New York 1. (Branches in: Washington, D. C., Chicago, Hollywood, Calif.)

THE QUILL for August, 1958

warding book. Edited by Lewis Leary of Columbia University, it presents the material given in a series of lectures at Columbia by recognized authorities in their special fields from a number of leading universities of the nation. The subject matter ranges from a discussion of Chaucer to contemporary American literature and from literary criticism to an appraisal of the literary audience.

—C. C. C.

THE newest edition of **"Webster's New World Dictionary of the American Language,"** College Edition (The World Publishing Co., Cleveland and New York, \$5.75), should be a valuable and essential tool on many a journalist's desk. This dictionary lives up to its advertising descriptions as being practical, modern, and carefully edited. In its 1,769 pages the volume is a dictionary, encyclopedia, thesaurus, atlas, and gazetteer. Definitions are clear, written afresh to be current, and American. All entries are in a single alphabetical listing—place names, notable people, foreign expressions, abbreviations, etc., all in the main body rather than in assorted appendixes. For the man who works with words and meanings, here is good reading and reliable reference.

—D. WAYNE ROWLAND

CLASSIFIED ADVERTISING

Rates: Situations Wanted .10 per word; minimum charge \$1.00. Help Wanted and all other classifications .20 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, **THE QUILL**, 35 E. Wacker Drive, Chicago 1, Ill.

HELP WANTED

NEWS director to build local news department in medium size radio station. Permanent well paying position. Good voice. No clock watchers please. Box 1185, **THE QUILL**.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE in the publishing field. Publishers Employment, 469 E. Ohio St., Chicago, Ill. 7-2255.

Correspondents—for trade journal coverage, special assignments, feature reporting, Box 1180, **THE QUILL**.

Farm coverage, up to \$100 for special articles. Box 1183, **THE QUILL**.

MISCELLANEOUS

FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

Send \$1.00 for four-months trial subscription to **Industrial Editor**, Box 45889, Los Angeles 45.

*daytime ...
nighttime ...
all
the
time ...
have
the
time
of
your
life ...*

ΣΔΧ 49

*in
san diego
plus
neighboring
old mexico!
49th year
national
convention
of
sigma delta chi
november 19-22
u.s. grant hotel
san diego*



Sigma Delta Chi NEWS

NO. 71

AUGUST 1958

ASNE President on Convention Program

The November elections will scarcely be past the counting stage when Sigma Delta Chi holds its 49th annual convention in San Diego this fall.

That's why convention planners have arranged a panel of top-flight editors and publishers from around the country to Monday-morning-quarterback the voting.

George W. Healy, Jr., Editor of the New Orleans, La., Times-Picayune, current president of the American Society of Newspaper Editors, and past president of Sigma Delta Chi, will moderate the panel.

The election panel will be one of the serious aspects of the convention from November 19 to 22. Other business sessions will include editors discussing "What Newspapers Expect From Journalism Graduates," and radio and television sessions.

Plans also are being completed for a final banquet dinner November 22 at which one of the nation's top political and administrative leaders is scheduled to speak.

The convention officially opens Thursday, November 20 and continues through Saturday. The official opening will be preceded November 19 with a buffet-reception for delegates.

James S. Copley, chairman of The Copley Press, which publishes the San Diego Union and the Evening-Tribune in the convention city, is convention chairman.

"Besides arranging an outstanding convention program, of business sessions, we're also lining up a full schedule of outside events which will exploit San Diego's claim of being the most important corner in the United States," Copley said.

From San Diego, Copley pointed out, delegates may visit Old Mexico, the studios of Hollywood, go deep sea fishing and even visit the mountains and see the world's largest telescope at Palomar Mountain.

The city of San Diego features extraordinary park and recreational facilities as well as the world-famous San Diego Zoo in Balboa Park—the largest zoo in the nation.

Special convention meetings of the Salt Lake City, San Francisco and Los Angeles professional chapters have been planned during the summer.

Committee Suggests Tightening of Rules for New SDX Members

The recently completed report of the Membership Eligibility Committee is published in this issue of the Sigma Delta Chi News. It is a result of extensive work of eight members appointed by President Robert J. Cavagnaro at the direction of the 48th Anniversary Convention at Houston, Texas last November. The Convention also directed that the report be published at least three months prior to the 1958 Convention.

The purpose of the committee as set forth in the Convention action was to prepare the report and any recommendations for amending the membership eligibility provisions of the Constitution as they relate to the future character of the Fraternity.

The work of the committee was headed by Bernard Kilgore, President of the Wall Street Journal and a member of the Fraternity since his initiation as an

What's in a Name? Answer—\$25 Cash

Sigma Delta Chi needs your help! We are seeking a name for the fraternity history covering the first fifty years of Sigma Delta Chi. The history will be published next April. Sigma Delta Chi offers \$25 for the best title for the history. Send your entries to: SDX National Headquarters, History Name Contest, 35 E. Wacker Drive, Chicago 1, Illinois.

Bulletins

The John Peter Zenger historic site ceremony will be held in New York City on August 2. Members wishing to attend may contact Chairman Oliver Gramling at the Associated Press for details.

The Council of Undergraduate Chapter Advisers will hold its annual breakfast meeting at the University of Missouri Tuesday morning, August 26, during the AEJ Convention. Chairman Burton Marvin, Dean of the William Allen White School of Journalism, University of Kansas, will preside.

A group of Sigma Delta Chis in the San Joaquin Valley of California are planning to organize a professional chapter. Members interested in attending the first organizational meeting in September may contact Ronald H. Einstoss of the Visalia Times-Delta or Pete Lang of the Bresno Bee, P.O. Box 455, Visalia, Calif.

undergraduate at DePauw in 1927.

In brief, the committee suggests that the Fraternity take steps to:

1. Abolish the classification of Associate membership.
2. Affirm the Professional membership status of all present members except Undergraduate members, and
3. Clarify and tighten up the standards of eligibility for election of new members.

In explaining the committee's work, Chairman Kilgore said, "Every member of the committee has devoted many hours of effort to the problem, to discussion of possible solutions and to the drafting of a report. It has not been an easy task. But I feel sure that I speak for the entire committee when I add that we are happy to have had this opportunity to serve Sigma Delta Chi."

The other members of the committee are: James R. Brooks, Public Relations Manager, Ekco Products Co., Chicago; Robert E. Dallos, Boston University, Boston; Walter Humphrey, Editor, Fort Worth (Tex.) Press; Herbert G. Klein, Executive Editor, San Diego (Calif.) Union; Norval Neil Luxon, School of Journalism, University of North Carolina, Chapel Hill; Jerry Udwin, Northwestern University, Evanston, Ill.; and Wallace Werble, F-D.C. Reports, Inc., Washington, D. C.

The definitions used for determining membership eligibility as now described in the Fraternity's Constitution and By-Laws were adopted in 1938.

Since then the profession of journalism and allied fields have expanded greatly and certain provisions of the Sigma Delta Chi definition affecting these new areas have been in dispute. A committee headed by Walter Humphrey, Editor of the Fort Worth (Tex.) Press, studied the problem last year and made recommendations to the 1957 Convention which voted to continue the study for another year.

Full Text of the Report and Recommendations Of the Sigma Delta Chi Eligibility Committee

A Message From The President

Fellow Members:

The 48th Annual Convention at Houston on November 16, 1957 directed the incoming president to appoint a seven-man committee to study the broad subject of membership eligibility, and to make its report together with authority to make recommendations for amending the Constitution in time for publication in the August, 1958 edition of *THE QUILL*.

The Convention directive specified that one member of the committee should be from the field of public relations, another a representative of an Undergraduate chapter. Both requirements were met, except that in the case of the Undergraduate, two representatives were named to the committee, each given half a vote to insure Undergraduate representation on the committee throughout the Fraternity year.

The committee members met in Chicago on December 16, 1957, one month after the Houston Convention, and laid out a program for its assignment. For approximately six months the committee received views and expressions from the membership at the urging of a letter sent by your president to the chapters. In addition, the committee members attended chapter meetings and discussed the subject with many individual members.

The committee met again in Chicago on June 10 to discuss its findings and draft the report together with its recommendations for Constitutional amendments.

The subject of the committee's assignment was deemed of such great importance that for the first time in the Fraternity's history travel expenses of a committee were paid by the Fraternity to insure attendance by all members. It is worthy of note that attendance at both meetings held in Chicago was 100 per cent.

I wish to take this means of saluting the committee members for their application and devotion to the assignment. The very least reward the Fraternity can give to these members is a thoughtful reading of their report. And, as members of Sigma Delta Chi, I know you will.

BOB CAVAGNARO
National President

PART ONE—THE REPORT

A. The Problem

The heart of the matter before us is a provision in the Constitution of Sigma Delta Chi defining "journalism." The significance of this definition is that it controls (1) eligibility for election to membership, both undergraduate and professional, and (2) post-college classification of membership as between professional and associate. The only part of the definition really in dispute is the part that includes, in journalism, the "preparation and dissemination of public information, excepting advertising." The area of dispute is even narrower than this phrase would indicate because "public information" has been further defined in policy and practice to cover only certain types of public relations work by individuals with experience in newspaper, magazine or broadcast journalism.

What it comes down to, then, is whether certain special sorts of public relations work make a man eligible for election to Sigma Delta Chi in the first place and enable him to retain professional rather than associate membership.

(1) So far as election to membership is concerned, there has really not been much trouble. At the undergraduate level, the fine distinctions between one sort of public relations work and another cannot be drawn in any event. Nor are we under any obligation to accept, as journalism, the career areas which a department or a school of journalism may choose to cover. In the selection of members, the fraternity as a whole has clearly seemed to favor the newspaper-broadcast-magazine idea of journalism.

There has been little general expression of broad sentiment in favor of stretching the term beyond its everyday meaning or to encroach upon the areas served by other professional associations, particularly public relations or advertising.

(2) When we come to the classification of membership, however, we find something else again. To blunt, the idea of classifying post-college members into professional and associate categories has never worked. The fraternity has never wanted to reduce its professional members, especially those active and loyal in the conduct of its affairs, to a secondary status. Some organizations do this but Sigma Delta Chi is different in many respects and need not follow the practice of other groups. While our professional members frequently leave the field of journalism, strictly defined, many of them retain closely associated interests and should be permitted, we think, the choice of continuing professional

membership. Sigma Delta Chi has much to lose and little to gain by following some other course.

As nearly as we can establish the facts, the original idea of leaving the door ajar to public relations in our constitutional definition of journalism was to avoid enforcement of the old idea of associate membership. Only much later did the question come up in connection with new member eligibility and cause all the hair-splitting.

B. Proposals

(1) We propose that the category of Associate membership be abolished and that post-college members in good standing be classified as Professional members with all the rights and privileges of members.

(2) We propose that, as to eligibility for election to membership at both the undergraduate and professional levels, the field of journalism be defined plainly and strictly as the direction of the editorial policy of, the editing of, the preparation of news and editorial content of newspapers, magazines, press or syndicate services, professional or business publications, radio and television; and the teaching of journalism so defined. This is essentially the definition as it now stands in the Constitution of Sigma Delta Chi except for the deletion of journalism research and the preparation or dissemination of public information.

Specific recommended changes in the Constitution and By-Laws of Sigma Delta Chi are presented with this report (See Part Two) and we endorse these changes.

C. A Word About the Definition

We think the definition of journalism proposed above is acceptable to the great majority of present members of Sigma Delta Chi, to the lexicographers, to the general public. It clearly includes the major areas of fraternity interest. It is broad enough to cover the news photograph and the editorial cartoon, the news broadcast as well as the printed word.

Any list of inclusions and exclusions would only serve to muddle a clear and modern definition. Sigma Delta Chi's Constitution should not be cluttered up. But since public relations has become an issue, we would add for the purposes of this report that public relations is not included in our definition of journalism. Similarly, the industrial company, the bank, or the trade association that publishes a house organ, a letter or a bulletin is primarily and properly concerned with something else; it is not engaged in journalism.

D. Effects and Objectives

The proposals we recommend, if adopted by the fraternity, would not affect the status of the present membership nor reflect in the slightest degree upon the qualifications and privileges of any individual member.

As far as prospective new members are concerned, technical eligibility is only one of the many qualifications for membership that both undergraduate and professional chapters must take into consideration. No person outside the fraternity has the right, in any event, to "demand" admittance or set the standards which the national organization follows.

If we may anticipate criticism of this program, there will be those who may say—as they have been saying in the recent past—that the present Associate Membership rule should be enforced lest we attempt to carry on the function of two professional societies under one roof and lose the whole original concept of Sigma Delta Chi.

This viewpoint must be taken seriously. However, we have seen by experience that many professional members, clearly eligible when they were elected under the strictest definition of journalism, have gone into other lines of work, particularly public relations, and have served the fraternity faithfully and well. The relationship between journalism and public relations is probably unique in this respect.

We should be guided by our own experience rather than the policies of other organizations or theoretical lines drawn between individuals who, so to speak, grew up together and have branched off into different careers.

There will be those, on the other hand, who will say—as they have been saying in the recent past—that we must draw no line between public relations and journalism in the matter of new membership as well as in the matter of continuing membership.

This viewpoint also must be taken seriously. But, again, we think that as a practical matter there is a real difference between the question of eligibility for membership at the beginning, and the question of continued professional association. In seeking new members, we think Sigma Delta Chi must be most eager to attract outstanding undergraduates and professional men whose careers are rooted in the central areas of journalism.

Sigma Delta Chi must limit its field in order to serve its historic, central purposes. There is no doubt whatever in our minds that a loose definition of journalism with respect to eligibility for election to membership will inevitably weaken the appeal of Sigma Delta Chi to those men who are so devoted to the central areas of journalism that they will not want to join with us except through a narrow gate.

A great majority of present members of Sigma Delta Chi, including most of those who have gone into public relations work, will agree that a strict def-

inition of journalism is necessary in the selection of new members and the perpetuation of the ideals of Sigma Delta Chi in the mainstream of journalistic endeavor.

We reaffirm our faith in those historic ideals and we call upon our fellow members everywhere to bear in mind not only the circumstances in which the Founders of this Fraternity originally set them forth but also how they have been tested and found meaningful over nearly half a century of journalistic experience.

Respectfully submitted,
BERNARD KILGORE, Chairman
JAMES R. BROOKS
ROBERT E. DALLOS
WALTER HUMPHREY
HERBERT G. KLEIN
NORVAL NEIL LUXON
JERRY UDWIN
WALLACE WERBLE

PART TWO—RECOMMENDATIONS

The committee recommends the following specific amendments to the Constitution and By-Laws of Sigma Delta Chi:

A. Constitution

1. In the Foreword, strike out the following paragraph:

The term "Journalism" is defined by Sigma Delta Chi to include the following: The direction of the editorial policy of, the editing of and the writing for newspapers, magazines, press or syndicate services; professional or business publications; journalistic research; journalism teaching; radio news preparation; and, the preparation and dissemination of public information, excepting advertising.

2. In Article One, change the caption so that it reads:

Name and Scope

3. In Article One, insert the following after Section One:

Section Two—The term "Journalism" is defined by Sigma Delta Chi to include the following: The direction of the editorial policy of, the preparation of news and editorial content of newspapers, magazines, press or syndicate services, professional or business publications, radio and television; and the teaching of journalism so defined.

4. In Article Four, Section One, strike out the word "four" and insert the word "three" in its place; also strike out the word "Associate."

5. In Article Four, Section Two, add the following sentence:

No person shall be initiated into the Fraternity until he has signed a pledge indicating his decision to practice journalism as his life profession.

6. In Article Four, Section Three, first paragraph, strike out the words: and are engaged in the practice of journalism as defined in the Foreword of this Constitution

7. In Article Four, Section Three,

change the second paragraph so that it reads as follows:

b) Men selected from the professional field by Undergraduate and Professional chapters, with the written consent of the Executive Council in each individual case, each member so elected to have been engaged at least two years, and to be principally engaged at the time of his election, in journalism as defined in Article One, Section Two.

8. In Article Four, Section Three, strike out the entire paragraph (c).

9. In Article Four, Section Four, strike out the entire section, including (a), (b), (c) and (d) and insert the following new section:

Section Four—Professional, Associate and Honorary members initiated prior to the adoption of this Article shall be Professional members.

B. By-Laws

1. In Article One, Section Eleven, strike out the words "and Associate" in two places.

2. In Article Two, Section Four, strike out the words "Associate and National Honorary"; insert the word "and" instead of a comma between the words "Undergraduate" and "Professional."

3. In Article Two, Section Seven, first sentence, strike out the comma and the words "Associate or National Honorary."

4. In Article Four, Section One, last sentence, strike out the word "actually" and insert in its place the words "directly and principally."

5. In Article Four, Section Seven, strike out the words "or an Associate" in the first sentence and the words "or Associate" in the last sentence.

6. In Article Four, Section Nine, strike out the entire section.

\$75

For a Life Membership in Sigma Delta Chi

Includes a life subscription to **THE QUILL** and payment of membership dues for life (Key Club).

Further information may be secured from:

National Headquarters
Sigma Delta Chi
35 East Wacker Drive
Chicago 1, Illinois

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

Frank Blair, news editor and commentator, NBC, New York, New York; **Robert L. Peterson**, columnist, New York Journal-American, New York, New York; **John Tebbel**, chairman of the Department of Journalism, New York University Graduate Institute of Book Publishing, New York, New York.

Edwin R. Patrick, editor, Forest Press, Tionesta, Pennsylvania; **LeRoy W. Stauffer**, publisher, Danville News, Danville, Pennsylvania; **Allan Clevenger**, editor and publisher, The Daily Journal, Denver, Colorado; **John Gilmore**, editor and publisher, Nucla Forum and The San Miguel Forum, Nucla, Colorado; **Hermon Livingston**, manager, KILO, Grand Forks, North Dakota; **Wayne D. Peterson**, publisher, The Enderlin Independent, Enderlin, North Dakota; **Edmund G. West**, staff reporter, Grand Forks Herald, Grand Forks, North Dakota; **Win V. Working**, assistant editor, Walsh County Record, Grafton, North Dakota.

Leslie R. Goeldner, editor, Earlham Echo, Earlham, Iowa; **Paul Wagner**, editor, Odebolt Chronicle, Odebolt, Iowa; **Bernard Y. Wickstrom**, editor-publisher, Stanton Viking, Stanton, Iowa; **Walter E. Williams**, editor-publisher, Fairfield Ledger, Fairfield, Iowa; **Frank N. Manitzas**, reporter, The Associated Press, Austin, Texas.

Easton King, executive editor-publisher, Chronicle-Star & Advertiser, Pascagoula, Mississippi; **Harry Christiansen**, transit reporter, Cleveland News, Cleveland, Ohio.



Sigma Delta Chi NEWS

The *Sigma Delta Chi NEWS* is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to **THE QUILL**. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.

Executive Director ... VICTOR E. BLUEDORN
Financial Secretary LORRAINE SWAIN
Office Manager BETTY CABILL
Staff Assistants: MILDRED MEYER,
JANICE STERNER

August 1958

No. 71

Tapping to Retire As Univ. of Michigan Alumni Head

T. Hawley Tapping, a past president of Sigma Delta Chi and who is retiring this summer after 35 years with the Alumni Association of The University of Michigan, will not be idle long.

Known to countless thousands of Michigan alumni as "Tap," he will stay on the job in Ann Arbor through August. Then on Sept. 1, he and Mrs. Tapping will sail from San Francisco for the Philippine Islands.

He has been appointed by the United Board of New York City to serve in a new post as consultant to Silliman University, Dumaguette City, Negros Island. At this 50-year-old, Presbyterian-supported university, located 500 miles south of Manila, he will be a consultant to the Division of Public Relations of the handling of news and publications, alumni affairs and fund raising.

Personals

About Members

David Colton, director of the news bureau of Westminster College, New Wilmington, Pa., was elected president of the Tri-State Public Relations Association.

Howard M. Greenwald, publications editor at the Ford Motor Company's Cincinnati plants, received a merit award from the International Council of Industrial Editors.

G. Richard Dew, general manager of the Pennsylvania Newspaper Publishers Association has been elected president of the Harrisburg Trade Association Executives.

Dik Warren Twedt, a psychologist and account executive at Leo Burnett, Chicago, was elected president of the Chicago chapter of the American Marketing Association.

Robert Rust resigned from Culver Military Academy where he served as public relations director. Future plans not announced.

Back at his post as copy editor of the Post-Standard, Syracuse, N. Y., is **G. J. Advani** recently returned from Europe and India.

Ed Bang, sports columnist of the Cleveland News was recently presented an award for distinguished service by the Cleveland Professional chapter of Sigma Delta Chi.

Franz D. Wolff got his Master's Degree in Business Administration from Boston University.

Paul R. Allerup has been appointed feature editor and director of special news projects for United Press International.

Joe Dan Boyd, formerly farm news

Obituaries

Henry Fowles Pringle (Cor-'21), 60, winner of the Pulitzer Prize in 1931, died in May of lung cancer in Washington, D. C.

Ernest M. Hill (Okl-'33), 49, head of the Chicago Daily News London bureau, died unexpectedly May 19 after suffering heart seizure in London.

Elmer Davis (WDC-Pr-'43), 68, former radio commentator and head of the Office of War Information during World War II, died May 18 in Washington, D. C. following a stroke.

Albert Laird Miller (Mo-Pr-'29), 82, of Battle Creek (Mich.), died April 25. During his newspaper career of 65 years, he was long-time editor of the Battle Creek Enquirer and News.

Clinton F. Karstaedt (Wis-Pr-'38), 69, former co-owner of the Beloit (Wis.) Daily News, died after a four month illness.

Harry Crocker (SoCf-Pr-'34), 64, former Los Angeles Examiner columnist, died in May after a three year illness.

Thomas L. Stokes, Jr. (WDC-Pr-'43), Georgia-born newsman whose column appeared in more than 100 newspapers, died May 14 in Washington (D. C.) Hospital Center of brain cancer.

Ralph L. Hitch (But-'27), 55, died May 1 in Indianapolis (Ind.).

Mort Kampf (Ga-'52), of Irvington (N. J.), died April 22.

John E. Stoddard (Ga-Pr-'54), of Washington (Ga.) died in April.

Robert A. Dufour (Mqt-'56), English Instructor at Marquette University, died in May.

Syd Livingston (NYC-Pr-'57), veteran New York newspaperman and member of the staff of the New York Journal-American, died of a heart ailment May 29.

M. H. Graham (ND-Pr-'34), retired publisher of the Devil's Lake (ND) Daily Journal, died May 22.

William K. Hutchinson (WDC-Pr-'53), chief of the Washington bureau of INS, died May 25 of a heart ailment.

Dr. DeForest O'Dell (But-Pr-'26), professor of journalism at Butler University, died due to a lung condition.

Philip W. Swain (NYC-Pr-'47), former editor of Power, a McGraw-Hill publication, died in Riverside, Conn.

writer for the Fort Worth (Tex.) Star Telegram, has been named associate editor of the National Future Farmer magazine, Alexandria, Va.

Colorado Professional chapter president **Harvey A. Kadish** is now Rocky Mountain region public relations director for Portland Cement Association.

Dean W. Detweiler of the Perfect Circle Corp., Hagerston, Indiana has been elected a vice president of the International Council of Industrial Editors.

SDX NEWS for August, 1958

Chapter Activities

WASHINGTON, D. C.—Morris Frank, humor columnist of the Houston Chronicle, gave the Washington Professional Chapter of Sigma Delta Chi a Texan's view of the "foolishness" that goes on in Washington in the principal address at the chapter's annual initiation dinner. The annual event, which this year was combined with Ladies Night, brought a record crowd of nearly 200 to the ballroom of the National Press Club. Following the initiation and dinner, guests were welcomed by Chapter President, Edgar A. Poe, of the New Orleans Times-Picayune. David Brinkley, NBC News spoke on behalf of the 12 initiates and Lyle C. Wilson, Vice-President of United Press International spoke for the chapter.

Chapter officers for the 1958-59 year were also installed. They are: Robert W. Richards, Copley Press, President; Hobart Rowan, Newsweek, Vice-President; Dick Fitzpatrick, United States Information Agency, Secretary; Royden Stewart, F-D-C Reports, Treasurer; Julius Frandsen, United Press International; Russell Tornabene, NBC News; Reginald Torrey Gannett News Service, and Poe, Executive Board members.—**Dick Fitzpatrick**.

GREATER MIAMI—Chapter officers for the 1958-59 term were elected following a luncheon meeting at the Miami News cafeteria. They are: Ralph Renick, vice president of news, television station WTVJ, President; Philip DeBerard, Jr., public relations representative, Southern Bell Telephone Co., vice president; Bert Collier, Miami Herald reporter, secretary; and Charles E. Pierce, picture editor, Miami News, treasurer. These officers will be installed at a future meeting. The election was followed by tours through the Miami News facilities.—**Phil DeBerard**.

DALLAS—A committee headed by Thomas Hudson McKee is polling candidates who are standing for election to public office at the county or state level for their stand on freedom of information.

VALLEY OF THE SUN—The supreme courts of the states should prescribe the rights of access press photographers, radio broadcasters, and television cameramen have in the courts, an Arizona attorney and former news reporter suggests. D. Kelly Turner of Scottsdale, Ariz., who covered the Winnie Ruth Judd trial for The Phoenix Gazette in the early 1930s and who was admitted to the Arizona Bar in 1937, spoke on "Trial Coverage Vs. Canon 35" at the April 25 meeting of the Valley of the Sun Chapter. Chief Justice Levi S. Udall of the Arizona Supreme Court and Arizona Attorney General Robert Morrison attended the meeting at Hotel Westward Ho, Phoenix.

Secretary of the Interior Fred A. Seaton, a midwestern publisher and radio and television corporation executive, chats with fellow Sigma Delta Chi members Merle E. Nott (left) and W. J. Hagen, both of the Valley of the Sun Chapter. Seaton spoke to the Phoenix area chapter at a breakfast meeting last month.—**Lloyd Clark**.



SDX NEWS for August, 1958



BUTLER—Senator John Kennedy, in Indianapolis for the annual Jackson Day Dinner, spoke to a standing-room-only gathering of Butler students and faculty members at a meeting sponsored by Sigma Delta Chi and Theta Sigma Phi, journalism fraternities, and Epsilon Rho, radio fraternity. Kennedy told the Butlerites: "The political and academic should come together more often. We have much in common and it is from educational institutions that the political world must draw its leaders." Pictured, left to right, are Genell Jackson, president of the Theta Sigs, Sen. Kennedy, and Herm Albright, then-president of the SDX chapter.

Floyd Wilson succeeded Albright as president of the local BU chapter in the recent election of officers, the latter moving to treasurer. Jack Sales was named vice-president, succeeding Alan Sanders, who will take over the secretary duties in 1958-59.

The Butler chapter, incidentally, is using for its initiations a Greek lamp brought back from Greece by the late Advisor Dr. DeForest O'Dell. Dr. O'Dell obtained it while on a leave-of-absence to set up a journalism school in India in 1953-55.—**Herm Albright**.

ATLANTA—The work of the United Nations is essential to world peace, says a Georgia-born New York Times U. N. correspondent. Thomas J. Hamilton, an Augusta, Georgia, native and a former reporter for The Atlanta Journal, said U. N. talk at times amounts to propaganda that achieves real results. "All this talk by the United Nations may seem useless to many people, but the efforts of the United Nations must be successful or we face the horrible possibility of a third world war—a nuclear war," Mr. Hamilton said.

Mr. Hamilton spoke to members of the Atlanta Professional Chapter of Sigma Delta Chi, on June 10. E. G. Thomas is the Atlanta Chapter president.—**Doug Embry**.

WAYNE STATE—Six members of the Wayne State University Chapter were honored at a recent Annual Publications Banquet. Ronald Cantera, president of the Chapter, received two awards while single honors went to former president John Hushen, secretary Lawrence Gareau, Richard Chamberlain, Barnard Collier and Kenneth Kraemer. Cantera, who was sports editor of Wayne State's student paper, The Daily Collegian, was awarded the David Wilke Scholarship, one of the university's two scholarships for journalists. In addition, he was named by his Chapter as writer of the best sports story of the year. Gareau won the David L. Holmes journalism scholarship.—**Ronald Cantera**.

LOS ANGELES—Members of the Los Angeles Professional Chapter joined in a dinner-program and formal initiation of thirteen new members at the local Press Club in the Ambassador Hotel. Dr. A. R. Hibbs, section chief of the Research Analysis Section of the Jet Propulsion Laboratory of the California Institute of Technology, was guest speaker—**Franklin B. Skeele**.

GO TO
THE HEAD
OF THE CLAS
WITH
EDITOR & PUBLISHE



University Micropubs
313 N. First Street
Ann Arbor, Michigan

Been spending much time lately keeping track of the news of newspapers? Takes a bit of doing, you know, when so much is going on all the time. Actually, if you do it justice, you won't have much time left for anything else. But if you're a newspaperman, or involved in public relations or newspaper advertising, you know how important it is to be aware of the latest developments in your field. So, what do you do?

There's one simple answer no matter what your specialty—publishing, editing, production, circulation, advertising. Read **EDITOR & PUBLISHER**. Read it every week. It's quick reading—just a few minutes each week. And it's enjoyable—written by and for newspapermen. It only costs \$6.50 for one full year.

Mail in the attached coupon now.

SUBSCRIPTION ORDER FORM

Please enter my subscription for **EDITOR & PUBLISHER**

1 year—\$6.50 2 years—\$10.00

I am enclosing my check for the indicated amount.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

COMPANY _____ POSITION _____

Mail to: **EDITOR & PUBLISHER**

Suite 1700, Times Tower

1475 Broadway

New York 36, N.Y.

The spot news paper of the newspaper and advertising fields

EDITOR & PUBLISHER

TIMES TOWER, 1475 BROADWAY, NEW YORK 36, N.Y.

Subscription rates—\$6.50 in U.S., possessions, and Canada; all other countries, \$10.00

